

**Abstract of the Disclosure**

A holder for an electronic price label (EPL) includes a channel member defined by a base wall and first and second spaced-apart side walls that project outwardly from opposite ends of the base wall. The base wall and the side walls define a somewhat C-shaped recess in the channel member. An associated EPL is adapted for receipt in the recess. A clip is connected to the channel member and is adapted for releasable connection to a wide variety of different retail shelf fixtures. In one embodiment, the clip is connected to a back wall that is interconnected with the channel member in different ways to define a variety of cross-sectional shapes. In another embodiment, the clip cooperates with a top wall to define a slot therebetween that receives and retains a front edge of an associated retail shelf. In still another embodiment, the clip includes top and bottom sections that cooperate with a back wall.